

## STYLE GUIDE – Thermos

This document is intended as a guidance to create effective, accurate product listings to improve your business potential. Amazon product detail page shows information about the product - including title, bullet points, product description and images. This information is crucial to ensure customers find and purchase your products. Providing a consistent format for your listings will better inform customers and enhance product discovery.

In addition to using this document, we encourage you take advantage of the information available in our 'Help pages'.

**1. Title Guidelines:** Product title is the first thing customers see when searching for a product. It is vital to have crisp and informative title for customers to find your products when they visit Amazon.in or search online.

Recommended title format to use while listing Thermos

### For the Parent of Variation Products

**[Brand] + [Model] + [Material Type] + [Item Type Name]**

Examples:

1. Fijoo 2510GM2 Stainless Steel Thermos
2. Zojirushi SM-KHE48AG Metal Thermos
3. Cello 2510GM2 Ceramic Vacuum Flask

### For Standalone or Child products

**[Brand] + [Model] + [Material Type] + [Item Type Name] + [Volume Capacity Name + Volume Capacity Name Unit of Measure] + [Color Map]**

Examples:

1. Fijoo 2510GM2 Stainless Steel Thermos , 950ML, Silver
2. Zojirushi SM-KHE48AG Metal Thermos, 1000ML, Red
3. Cello 2510GM2 Ceramic Vacuum Flask, 500ML, Blue

| What to Do   | What Not to Do  |
|--|---|
| Capitalize the first letter of each word. E.g. Fijoo 2510GM2 Stainless Steel Thermos , 950ML, Sliver | Do not use all capital letters: FIJOO 2510GM2 STAINLESS STEEL THERMOS , 950ML, SLIVER |
| Title length should be less than 200 characters  | Do not include promotional messages such as 'sale', 'price', 'offer', 'free'          |
| Use numerals instead of text ("Pack of 2" instead of "Pack of Two")                                  | Do not use email Id's, URL's, external links, symbols or seller information           |

**2. Bullet Point Guidelines:** Bullet points highlight additional details of your product in short and easy to read format. They can influence customer purchase decision.

Recommended bullet point format and order

- **Bullet Point 1 – Included Components, Number of Pieces**
- **Bullet Point 2 – Insulation Material Type**
- **Bullet Point 3 – Warranty Description**
- **Bullet Point 4 – Care Instructions, Special Features, Thermal Performance Description**
- **Bullet Point 5 – Handle Type, Finish Type**

Example:

- Included Components: 2 Thermos, Number of Pieces: 2
- Insulation Material Type: Double Wall
- Warranty Description: 1 year warranty on parts and labor
- Care Instructions: Dishwasher Safe Body and Lid, Special Features: Sweat and leak proof, Thermal Performance Description: Heat and Cold Retention, 10 hours the flask can keep the liquid warm or cold

- Handle Type: Detachable, Finish Type: Mirror Satin

| WHAT TO DO   | WHAT NOT TO DO   |
|--|--|
| Begin each bullet point with a capital letter. Ex Included Components: 2 Thermos | Do not include promotional messages such as 'sale', 'price', 'offer' or 'free' |
| Use numerals instead of text "Pack of 2" instead of "Pack of Two"                | Do not include irrelevant keywords like 'original', 'guaranteed', 'latest'     |
| Add product relevant and value adding information as bullet points               | Do not use email Id's, URL's, external links, symbols or seller information    |
| 5  | Do not use end punctuations like full stop (.) or exclamation mark (!)         |

### 3. Product Description Guidelines

This section is an opportunity to sell or promote your product & brand by providing additional information not already captured in title and bullet points. An accurate and consistent description of an item helps customers to gain insight into a product and improves the overall shopping experience.

#### Recommended Format

Shop wide range of collection of [Item Type Name] from the house of [Brand Name] on Amazon. Thermos made of [Material Type] and have [Insulation Material Type] insulation which means your drink will stay hot or cold for hours. You can easily clean and maintain this Thermos. This sturdy flask has a capacity of [Volume Capacity Name + Volume Capacity Name Unit of Measure] and lets you relish both hold and cold beverages when you are outdoors. The Thermos comes with a [Special Features], making it ideal for outdoors hiking, biking, kayaking, sporting events, picnics or lunches, office, gym, yoga.

Example: Shop wide range of collection of Thermos from the house of Fijoo on Amazon. Thermos is made of stainless steel and have double-walled insulation which means your drink will stay hot or cold for hours. You can easily clean and maintain this Thermos. This flask has a capacity of 2 Liters and lets you relish both hold and cold beverages when you are outdoors. The Thermos comes with a Sweat and leak proof, making it ideal for outdoors hiking, biking, kayaking, sporting events, picnics or lunches, office, gym, yoga.

| WHAT TO DO   | WHAT NOT TO DO   |
|--|--|
| Include brand name and 'Amazon' name to enable search engine optimization                                      | Do not include promotional messages such as 'sale', 'price', 'offer' or 'free' |
| Include product specific information like material name, special features etc                                  | Do not include irrelevant keywords like 'original', 'guaranteed', 'latest'     |
| Provide detailed included components, style name, capacity etc will enable customers to make purchase decision | Do not use email Id's, URL's, external links, symbols or seller information    |
|  | Do not exceed 2000 characters in length  |

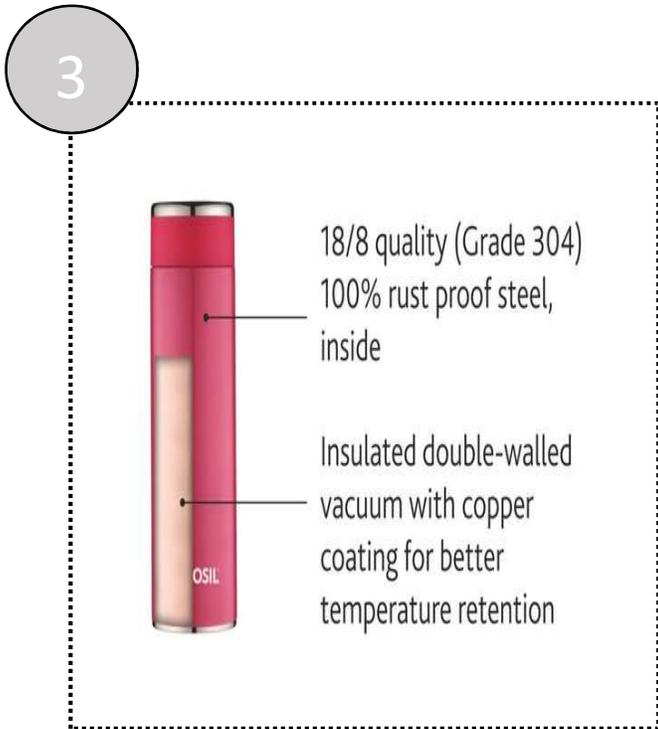
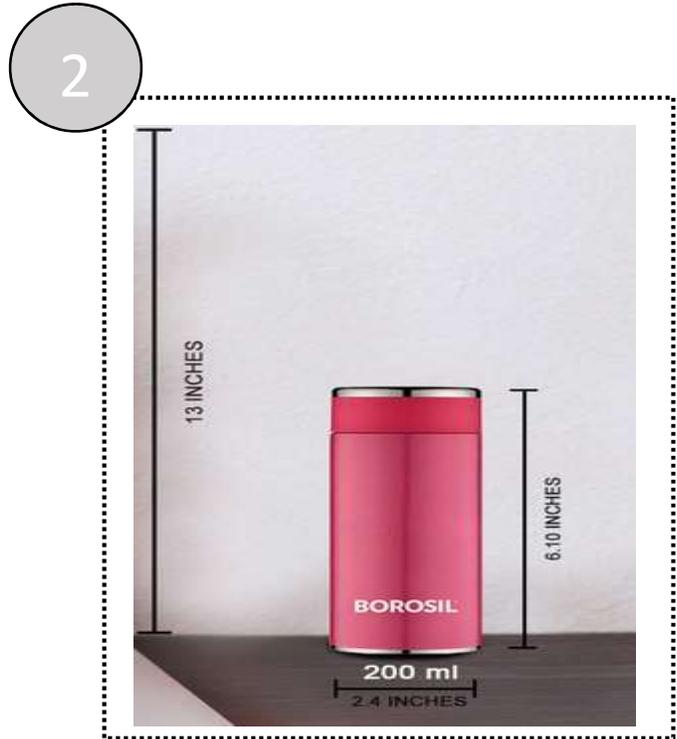
### 4. Image Guidelines

Product images are displayed on search page and product detail page. A professional image helps customers discover your product and can drive traffic to your product listing. Show customers what they will receive in their shipment (and only what they will receive). Make it easy for them to identify your product with a clear, high-quality image displaying exactly what you're offering.

#### General Image Guidelines

- Main image should have 100% White background
- The product must fill 85% or more of the image.
- MAIN images should be supplemented with additional images showing different sides of a product, or details that are not visible in the MAIN image.
- Secondary images should complement to the main image
- Main and additional images should not include logos or watermarks/texts.
- Images should be 1000 pixels or more in either height or width as this will enable the zoom function on the website (zoom has been proven to enhance sales). Files measuring less than 500 pixels on the longest side will be rejected by our system.

- Secondary images can have white background (RGB value: 255,255,255)
- Detail shots where applicable need to be added
- Include only what the customer will receive; no accessories unless they are accompanied with the product.



**USAGE**

- Use your bottle for tea, coffee, juice etc.
- Pre-condition your bottle with hot water, if using for hot beverages and with cold water if using for cold beverages.
- Fill the bottle completely to maintain temperature.
- Do not use for carbonated drinks.



FLIP TO OPEN



PRESS TO CLOSE

FLASK TOP CAN BE USED  
AS DRINKING MUG